

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

In re Application of:	§	Attorney Docket No.: NavAssist.000004
WERNER ET AL.	§	
	§	
Serial No.: 10/759,289	§	Examiner: LE, NHAN T.
	§	
Filed: 16 JANUARY 2004	§	Group Art Unit: 2618
	§	
Title: LOCATION-AWARE FITNESS	§	Confirmation No.: 7156
TRAINING DEVICE, METHODS, AND	§	
PROGRAM PRODUCTS THAT	§	
SUPPORT REAL-TIME	§	
INTERACTIVE COMMUNICATION	§	
AND AUTOMATED ROUTE	§	
GENERATION	§	

**DECLARATION UNDER 37 C.F.R. § 1.132**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The undersigned declares as follows:

1. My name is Jon H. Werner, and I am an inventor of the subject matter claimed in U.S. Patent Applicant Serial No. 10/759,289, entitled "Location-Aware Fitness Training Device, Methods, And Program Products That Support Real-Time Interactive Communication and Automated Route Generation."
2. I am a founder and Chief Technical Officer of Bones in Motion, Inc. (BiM), an Austin, Texas-based company that develops software applications and services supporting the mobile lifestyle.

3. The claimed subject matter of U.S. Patent Applicant Serial No. 10/759,289 is embodied in a mobile phone application program developed by BiM named BiM Active. BiM Active is currently deployed on mobile phones supported by multiple national carriers, such as Sprint/Nextel (see Exhibit A) and Verizon Wireless (see Exhibit B). BiM Active is currently deployed in both BREW and JAVA versions.

4. BiM Active enables active individuals to achieve their fitness and lifestyle goals by wirelessly capturing and monitoring their activities, such as a running, cycling and walking, in real-time on GPS-enabled mobile phones. The information captured by BiM Active includes the route of a fitness activity, speed/pace, distance, elevation, and calories burned during the fitness activity.

5. The operation of the BiM Active application is further supported by personalized Web portals accessible at [www.bimactive.com](http://www.bimactive.com). The route and performance information for a subscriber can be uploaded to his or her web portal over-the-air during or after the conclusion of the fitness activity. The subscriber may then view their activity history and workout analysis via charts and route maps, and may further blog with other members of the BiM Active online community.

6. The BiM Active application embodying the claimed subject matter has received recognition for its innovative and nonobvious features from industry leaders, in industry competitions, and from the press.

7. For example, Jonathan E. Spinney, former Industry Solutions Marketing Manager for Location Based Services at ESRI, a global leader in the geospatial software industry, states, "Based on years of ecosystem involvement and reviews of countless numbers of other location-based applications, it was unequivocally obvious the BiM team had carved out an application niche previously unexplored or achieved by any application developer" (Exhibit C, emphasis supplied). Similarly, Warren Greene, currently Brand Editor of Runner's World Magazine and former Gear Editor of Men's Health, states, "I met with BIM for the first time in early 2004, I believe. That meeting was the first I had heard of tracking runs, or anything for that matter, with

a cell phone. It's a great application" (Exhibit D). Further, Chris Verbil, Application Engineering Manager for Qualcomm Incorporated, states in Exhibit E of the accompanying Declaration:

The BiM Active application and service offering was unique when I first saw it. As an active runner I had been using conventional GPS devices for several years to record my training runs; this would require several intermediate manual steps to get the data into a useable format. The BiM Active application was unique in that it not only automated data collection for the user during the activity, but simultaneously provided a single source web-based training log where all the activities would be recorded.

Thus, leading technologists in the fields of mapping, GPS and fitness all acknowledge the innovative and nonobvious nature of the claimed subject matter implemented in the BiM Active application.

8. As indicated in Exhibits F and G, BiM Active was entered in the 2<sup>nd</sup> Annual Global LBS Challenge, a global competition for location-based services (LBS) application developers organized by NAVTEQ, a leading global provider of digital map data for location-based solutions. On March 16, 2005, the judges, which included wireless carrier executives, hardware and device manufacturers and other influential persons in the wireless industry, recognized BiM Active as the Asset Tracking/Field Services solution category winner and awarded BiM Active the grand-prize out of 18 semi-finalists. As a result, NAVTEQ awarded BiM \$50,000 in cash and up to \$100,000 in map licenses. Features of BiM Active noted in the award announcement included the ability of BiM Active to:

- Record time, distance, speed, location and calories burned while engaging in outdoor activities
- View activity summary, maps and speed/elevation charts on phone
- Upload to personal online journal to view and share with others
- Identify where others run, cycle or walk

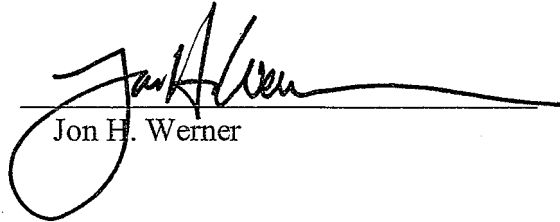
9. BiM Active has been featured by ABC, NBC, CBS, New York Times, Wall Street Journal, USA Today, Washington Post, Reuters, AP, Forbes, PC Magazine, Business 2.0, TIME, Wired,

10. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Respectfully submitted,

2-26-2007

Date

  
Jon H. Werner

**EXHIBIT A**



Together with NEXTEL

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## **SPRINT AND BONES IN MOTION LAUNCH MOBILE FITNESS APPLICATION**

*BiM Active transforms mobile phone into virtual coach to achieve fitness goals*

**PHOENIX, Feb.7, 2006** – Need help sticking to your New Year's Resolution to get in shape? Sprint (NYSE: S) and Bones in Motion are offering BiM Active, the first in a suite of applications that enables active individuals to use Sprint and Nextel phones and the Web to achieve their fitness and lifestyle goals.

BiM Active enables runners, cyclists, and walkers to wirelessly capture and monitor their activity in real-time on GPS-enabled Sprint and Nextel phones. The service transforms the phone into a virtual coach and offers users feedback during their exercise through sound alerts. When the activity is complete, the exercise information is uploaded to a personal Web portal on [www.bimactive.com](http://www.bimactive.com). There, users can chart their personal progress and share information such as routes with ratings and reviews.

"Sprint customers can use BiM Active to transform their mobile phone into a fitness and lifestyle enhancement tool," said Alana Muller, director of information data services for Sprint. "This is just one of the many location-based consumer applications Sprint offers that gives customers personalized information when and where they want it on the device they always have with them."

With BiM Active, users can:

**Do it:** Record in real-time the distance, speed/pace, location, elevation and calories burned for outdoor activities. Real-time audible feedback provides motivation to achieve fitness goals.

**View it:** See performance summary, activity maps and speed and elevation charts on the phone.

**Share it:** Wirelessly upload performance data to a personal online portal where users can view their activities, save and compare them with previous entries. They can also publicize information, including personal achievements and trail advice with the BiM online community.

"Whether you are training for a triathlon or walking to get in shape, BiM Active is a motivational tool that provides instant audible feedback during the activity and support and information online," said Andrew Graham, CEO of Bones in Motion. "Our vision is to create a truly interactive experience and virtual community that helps people achieve their fitness goals."

BiM Active is available from Sprint for \$9.99/month. For more information, visit [www.sprint.com](http://www.sprint.com) or [bimactive.com](http://bimactive.com). To experience a live demonstration, visit pod #63 at the DEMO Conference on Feb. 6-8 at the Pointe South Mountain Resort in Phoenix, Arizona.

### **About Bones in Motion**

Bones in Motion (BiM) provides award winning, subscription-based mobile lifestyle phone applications and services. For the active consumer, BiM is a catalyst for extending the mobile phone to become a motivational companion for fun, fitness, sports, diet, and personal safety.

The first BiM application won the Grand Prize at the 2005 Navteq Global LBS Challenge over 180 other applicants by ballot among independent judges from Directions Magazine, HP, Mapquest/AOL, Microsoft, Motorola, Nextel, Sprint, SK Telecom, U.S. Cellular and Verizon Wireless. For more information on Bones in Motion, please visit <http://www.bonesinmotion.com>.

### **About Sprint Nextel**

Sprint Nextel offers a comprehensive range of wireless and wireline communications services to consumer, business and government customers. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks offering industry leading mobile data services; instant national and international walkie-talkie capabilities; and an award-winning and global Tier 1 Internet backbone. For more information, visit [www.sprint.com](http://www.sprint.com) <<http://www.sprint.com>>.

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## **EXHIBIT B**



# NEWS RELEASE



**FOR IMMEDIATE RELEASE**  
**September 27, 2006**

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## **RUNNERS CAN EASILY TRACK, STORE AND SHARE RUNNING ROUTES AND IMPORTANT TRAINING INFORMATION WHILE LISTENING TO MUSIC ON THEIR VERIZON WIRELESS PHONES**

*Verizon Wireless and Bones in Motion Integrate V CAST Music and Mobile Fitness  
While Runner's World Partners with Bones in Motion for Wireless Online Training  
Resource*

**BASKING RIDGE, N.J. and AUSTIN, Texas and NEW YORK** – Runners, cyclists, triathletes and walkers now have another reason to take their Verizon Wireless phones with them when they work out, thanks to the availability of BiM Active from Bones in Motion on certain Get It Now®-enabled phones and the *Runner's World* RunTracker. A wireless training resource, *Runner's World* RunTracker enables runners to track and store their workouts—including mileage, split times, caloric burn, elevation changes and other information—as well as to share running route information from cities around the country, all with the push of a button on their wireless phones. With BiM Active, Verizon Wireless customers can track their workout routines and push their stamina to the limits using its GPS tracking technology to continuously monitor their speed, distance, calories burned, pace and

route. Plus, Verizon Wireless customers already carrying their Chocolate to listen to V CAST Music can use BiM Active simultaneously, allowing them to track their progress while exercising to their favorite workout songs without interruption – all on a single device.

BiM Active was developed specifically with outdoor enthusiasts in mind and lets customers set workout goals, measure how far they have gone and how fast and receive feedback through sound alerts without any calibration. Once the workout is complete, customers can upload their activity to their own personal BiM Active online account at [bimactive.com](http://bimactive.com) where they can view their activity history, workout analysis and blog with other members of the BiM Active online community. Over time, customers can build a detailed personal training history and share their activities with friends, training partners and find recommended routes from other athletes who use BiM Active.

In addition, the *Runner's World* RunTracker, ([www.runnersworld.com/runtracker](http://www.runnersworld.com/runtracker)) can wirelessly capture and store workout and route information from registered runners around the country using GPS-enabled cell phones powered by the BiM Active application, which can also enable users to listen to music over the same device that tracks their workout in real-time.

John Harrobin, vice president of digital media and advertising for Verizon Wireless, said, “We recognize our customers lead active lifestyles and want to stay connected, listen to music and track their progress during a run, walk or ride. Now instead of carrying multiple devices to get through one workout, they can simply add BiM Active to their phones to get more functionality out of a single device.”

“Whether you are training for a triathlon or walking to get in shape, BiM Active is a motivational tool that provides instant audible feedback during the activity and support and information online,” said Andrew Graham, chief executive officer of Bones in Motion. “Our vision is to create a truly interactive experience and virtual community that helps people achieve their fitness goals, all through the efficiency and simplicity of the popular mobile phones are customers are asking for. We are

honored to present the ultimate training companion in partnership with the leading voice to the running community.”

Beginning today, BiM Active is available on select Get It Now-enabled phones, including the Samsung SCH-a930 and SCH-a990, LG Chocolate (VX8500), Motorola V325, RAZR V3c and RAZR V3m.

“Technology is continuing to enhance the running experience, and we’re excited to partner with BiM to offer runners a resource like the RunTracker,” said David Willey, vice president/editor-in-chief of *Runner’s World*. “The real-time workout information is vital to runners of every ability level, and this will allow them to easily upload and store their training information to better achieve their training goals.”

“For business travelers, RunTracker also enables the storing, sharing and viewing of running routes in cities around the country, which we know from our readers is a big concern when they’re on the road,” added Willey. “To combine all of these features with the simultaneous capability of listening to music, which we know so many prefer to do, along with the inherent safety that carrying a cell phone can provide, well, this is just very, very cool.”

Customers can download BiM Active to their phones from the Sports category of the getGOING shopping aisle of the Get It Now virtual store for \$9.99 monthly access or \$1.99 for 24-hour use purchase. Download charges for Get It Now applications vary and airtime charges apply when browsing, downloading and using certain applications. Customers need Verizon Wireless digital service to access the Get It Now virtual store.

For more information about Verizon Wireless products and services, visit a Verizon Wireless Communications Store, call 1-800-2 JOIN IN or go to [www.verizonwireless.com](http://www.verizonwireless.com).

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**About Verizon Wireless**

Verizon Wireless owns and operates the nation's most reliable wireless network, serving 54.8 million voice and data customers. Headquartered in Basking Ridge, N.J., Verizon Wireless is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). Find more information on the Web at [www.verizonwireless.com](http://www.verizonwireless.com). To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at [www.verizonwireless.com/multimedia](http://www.verizonwireless.com/multimedia).

#### **About Bones in Motion**

Bones in Motion (BiM) provides award winning, subscription-based mobile lifestyle phone applications and services. For the active consumer, BiM is a catalyst for extending the mobile phone to become a motivational companion for fun, fitness, sports, diet, and personal safety. For more information on Bones in Motion, please visit [www.bonesinmotion.com](http://www.bonesinmotion.com).

#### **About Rodale's *Runner's World***

Recognized as the worldwide authority on running information, the mission of Rodale's *Runner's World* is to inform, advise and motivate runners of all ages and abilities. *Runner's World* aims to help runners achieve their personal health, fitness, and performance goals, and to inspire them with vivid, memorable storytelling. Currently *Runner's World* publishes nine international editions in 11 countries, plus a special bi-annual teen running publication, *High School Runner*. *Runner's World's* companion Web site, [www.runnersworld.com](http://www.runnersworld.com), is the largest running community on the Internet, featuring interactive, searchable, and targeted content for runners of all ages and abilities.

Get It Now is a registered trademark of Verizon Wireless.

## **EXHIBIT C**

Jonathan E Spinney  
Openwave Systems  
11800 Ridge Parkway, Suite 300  
Broomfield, CO 80021

February 12, 2007

To Whom It May Concern:

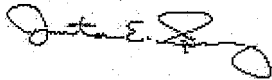
I first discovered Bones in Motion and their BiM Active location-based mobile fitness application in September of 2004. At that time I was Industry Solutions Marketing Manager for Location Based Services at ESRI, a global leader in the geospatial software industry. While at ESRI, I served a partner and vendor role to Bones in Motion and supplied them with maps and data for their application, while helping them navigate the complexities of mobile LBS ecosystem.

Based on years of ecosystem involvement and reviews of countless numbers of other location-based applications, it was unequivocally obvious the BiM team had carved out an application niche previously unexplored or achieved by any application developer. BiM's idea of using GPS-enabled mobile phones to track and measure athletic performance was so unique that I encouraged BiM to enter their application into the 2005 Global LBS Challenge sponsored by NAVTEQ, which they subsequently went on to receive the Grand Prize award.

While I have since moved on to new work, I still keep a close eye on Bones in Motion and the industry they serve. To my knowledge, they were first-to-market in the mobile fitness application area, and I would recommend their work without hesitation.

Please feel free to contact me if you have any questions.

Best Regards,



Jonathan E. Spinney  
Sr. Manager of Developer Relations  
Openwave Systems  
303-381-3023

## **EXHIBIT D**

February 13, 2007

I met with BIM for the first time in early 2004, I believe. That meeting was the first I had heard of tracking runs, or anything for that matter, with a cell phone. It's a great application.

I covered technology related gadgets for Men's Health magazine before I came to Runner's World and had never seen anything like what BIM was doing

Warren Greene  
Brand Editor  
Runner's World magazine





## **EXHIBIT E**



Qualcomm Incorporated  
675 Campbell Technology Pkwy  
Campbell, CA 95008

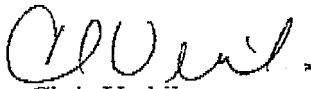
(408) 557-1000

<http://www.qualcomm.com>

## AFFIDAVIT OF FACT

My responsibilities at Qualcomm include supporting software application developers that require GPS access from cellular handsets equipped with Qualcomm MSM chipsets.

I was first introduced to Bones in Motion in March, 2004. The BiM Active application and service offering was unique when I first saw it. As an active runner I had been using conventional GPS devices for several years to record my training runs, this would require several intermediate manual steps to get the data into a useable format. The BiM Active application was unique in that it not only automated the data collection for the user during the activity, but simultaneously provided a single source web-based training log where all the activities would be recorded.

 FEB 23, 2007  
Chris Verbil  
Applications Engineering Manager  
(408) 626-0570

## **EXHIBIT F**



## NEWS

### News Stories

#### NAVTEQ Announces Winners of 2nd Annual Global LBS Challenge

**Synopsis** *18 Semi-Final Applications Showcased at 2005 Spring Cellular Telecommunications & Internet Association's (CTIA) Wireless Expo in New Orleans, LA*

**Story** **Chicago, IL – March 16, 2005 – NAVTEQ (NYSE: NVT)**, a leading global provider of digital map data for vehicle navigation and location-based solutions, awarded the winners of the 2nd annual Global LBS Challenge. The contest challenged developers to build location-enabled applications for wireless devices. The grand-prize winner and Asset Tracking/Field Services solution category winner, Bones In Motion, received \$50,000 in cash and \$100,000 worth of NAVTEQ Map licenses for up to one year.

Bones in Motion offers users an effortless way to wirelessly monitor, measure and motivate users toward their fitness goals using a GPS-enabled mobile phone. Key features of this application include the ability to:

- Record time, distance, speed, location and calories burned while engaging in outdoor activities
- View activity summary, maps (street/topographical/satellite) and speed/elevation charts on phone
- Upload to personal online journal to view and share with others
- Identify where others run, cycle or walk

Each category winner, other than the Grand Prize Winner, will receive \$10,000 in cash and \$75,000 worth of NAVTEQ Map licenses for up to one year.

The solution category winners are:

#### **Personal Security**

*Company: Clarity Communication Systems Inc.*

*Solution: Whereabouts™*

Whereabouts™ allows parents to monitor and track the location of their children. Users get peace of mind knowing that they can instantly locate and ensure the safety of their family members.

#### **Peer to Peer/Find Me**

*Company: LOC-AID Technologies LLC*

*Solution: Loc-Aid People*

Loc-Aid People helps users locate friends, child or family members. It also allows users to locate the closest restaurant or share their location information with whomever they want.

**Navigation/Point of Interest Look Up/Traffic**

*Company: InfoGation Corporation*

*Solution: Adeona™*

InfoGation's Adeona full-featured navigation system provides real-time traffic, weather and gas price information. The i-POI™ feature finds any near-by POI on the Internet using user provided key-word searches.

**Commerce/Advertising/Buying/Billing**

*Company: Smarter Agent, Inc.*

*Solution: Smarter Agent*

Smarter Agent acquires a user's location from his or her cell phone and instantly delivers information such as sale prices, comps, taxes and more directly to the user's phone.

**Asset Tracking/Field Services**

*Company: Bones In Motion Inc.*

*Solution: Bones In Motion*

Bones in Motion offers users an effortless way to wirelessly monitor, measure and motivate users toward their fitness goals using a GPS-enabled mobile phone.

**Gaming/Location Based Imaging**

*Company: Networks In Motion, Inc.*

*Solution: PhotoFinder™*

PhotoFinder™ allows users to manage photos containing location tags, view them on a map and send to another phone or website along with navigation to location where the picture was taken.

**Global LBS Challenge**

The second annual LBS Challenge is an expansion of the first contest that was launched in October 2003. This year's contest expanded the potential contestant base beyond North America to include developers from around the world\*. In addition to including developers outside of North America, the Global LBS Challenge offered developers six solution categories with which their applications could be aligned. The Global LBS Challenge was met with extensive interest from developers, carriers, and device manufacturers and further heightened the awareness of new value-adding location-based services (LBS) to the wireless industry.

Executives from wireless carriers, hardware and device manufacturers and other influential players in the wireless industry served as the official judges and completed the judging on Sunday, March 13 while on site at CTIA. The judges based their final decisions on two criteria: usability and utility.

Sponsors of the Global LBS Challenge include ESRI, Microsoft Corp., SiRF

Technology, Inc. and Telcontar. In addition, the Challenge had several media sponsors including Directions Magazine, Wireless Innovation Network of British Columbia (WINBC), PDA Buzz, Handheld Computing and Location Box.

"Two years ago, the Wireless LBS Challenge was an idea. Now, with the cooperation of so many people, it has turned into a successful industry forum that has cast light on a host of really interesting applications. Carriers, developers and the industry continue to support our efforts so stay tuned as we work to shape the vision for next year's Challenge. Congratulations to the winners and all of the semi-finalists on behalf of NAVTEQ, the sponsors and the judges," said Winston Guillory, Senior Vice President – North American Sales for NAVTEQ.

More information regarding next year's Wireless LBS Challenge will be available in the upcoming months.

#### **About NAVTEQ**

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices and Internet-based mapping applications. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 1,500 employees located in over 100 offices in 20 countries.

NAVTEQ is a trademark in the U.S. and other countries. ™ 2004 NAVTEQ. All rights reserved.

*This document may include certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this press release that are not historical facts and statements identified by words such as "expects", "anticipates", "intends", "plans", "believes", "seeks", "estimates" or words of similar meaning. These statements are based on our current beliefs or expectations and are inherently subject to various risks and uncertainties, including those set forth under the caption "Risk Factors" in NAVTEQ's Quarterly Report on Form 10-Q for the quarter ended June 27, 2004, as filed with the Securities and Exchange Commission.*

*Actual results may differ materially from these expectations due to changes in global political, economic, business, competitive, market and regulatory factors. NAVTEQ does not undertake any obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.*

**Released** 16 Mar 2005

**More  
information** [Laura Richey](#)

## **EXHIBIT G**



QUALCOMM Incorporated

Press Release

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(858) 587-1121

[www.qualcomm.com](http://www.qualcomm.com)

## **BREW® Applications Win Majority of Second Annual NAVTEQ Global LBS Challenge Awards**

SAN DIEGO — APRIL 04, 2005 — QUALCOMM Incorporated (Nasdaq: QCOM), pioneer and world leader of Code Division Multiple Access (CDMA) digital wireless technology, today congratulates the winners of the second annual NAVTEQ Global LBS Challenge and announced that applications developed for QUALCOMM's BREW solution received top honors in four of the prestigious contest's six categories, including the overall grand prize winner, BiM Active from Bones in Motion. This achievement underscores the capabilities of the BREW solution in providing publishers and developers an opportunity to create and distribute innovative and compelling location-based services (LBS) applications.

In addition to capturing the competitions' grand prize with BiM Active, a health and fitness application, Bones in Motion received first place honors in the Asset Tracking/Field Services category for the application. Other winners were, Networks In Motion for its PhotoFinder application in the Gaming/Location-Based Imaging category, Smarter Agent, Inc. for its self-titled application in the Commerce/Advertising/Buying/Billing category, and LOC-AID® Technologies LLC for its LOC-AID People application in the Peer to Peer/Find Me category.

"Location-based services add another dimension to multiple application categories and expand value to consumers," said Tom Grieco, senior director of BREW developer relations for QUALCOMM Internet Services. "NAVTEQ and the four BREW winners of the NAVTEQ Global LBS challenge are leading the charge in bringing compelling location-based services to market in many areas around the globe. As consumer uptake of location-based wireless services continues to increase worldwide, we expect BREW publishers and developers to continue introducing ground-breaking, inventive applications that bring value to the mobile marketplace."

"The BREW solution's flexibility and scalability is vital to the development of LBS applications," said Andrew Graham, CEO, Bones in Motion. "With BiM Active, we've created a multi-faceted application which enables users to easily monitor and measure their fitness lifestyle goals on their wireless devices."

"The BREW solution's capabilities will help us revolutionize how 35 million real estate consumers find the home and neighborhood of their dreams," said Eric Blumberg, president, Smarter Agent, Inc. "Smarter Agent provides consumers with instant access to location-specific, real-time real estate information from their mobile handsets. The BREW solution allows us to bring useful applications to home buyers who want real estate data, as well as create very robust applications for real estate professionals such as agents, appraisers and builders."



"LBS applications and imaging capabilities go hand-in-hand when it comes to mapping and navigational purposes," said Doug Antone, CEO, Networks In Motion. "PhotoFinder gives mobile consumers the option of tagging photos from a phone's camera to turn their phone into a Photo Journal, which can then easily map, search and navigate to the photo's location. With the help of a NAVBuilder, Network In Motion's BREW LBS extension, we were able to rapidly develop this new photo GPS application to bring a rich and compelling application to market."

"As mobile phone use continues to grow beyond voice, users are looking to their cell phones to provide a variety of services, including relevant and useful LBS services such as family and friend finding," said Jerome Longbottom, COO, LOC-AID Technologies, LLC. "The BREW solution facilitates the development of LBS applications and has made possible the types of sophisticated location-based services, such as LOC-AID's friend finder, LOC-AID People, that will be hitting the market soon."

QUALCOMM's BREW solution is designed to meet the distinct and varied needs of wireless operators, handset manufacturers, publishers, developers and end users around the world. BREW products and services include: an open, extensible client platform that supports robust system and application software including personalized and branded user interfaces for mass market devices; a J2EE™-based, modular distribution system that enables the delivery of content, applications and user interfaces to wireless devices across all air interfaces; a dedicated professional services team that supports the integration of customized implementations; and the wireless industry's first global marketplace to support the monetization of applications and services developed in all programming languages. The BREW ecosystem can make the wireless visions of innovative companies a reality.

#### NAVTEQ Global LBS Challenge

The second annual LBS Challenge is an expansion of the first contest that was launched in October 2003. This year's contest expanded the potential contestant base beyond North America to include developers from around the world. In addition to including developers outside of North America, the Global LBS Challenge offered developers six solution categories with which their applications could be aligned. The Global LBS Challenge was met with extensive interest from developers, carriers, and device manufacturers and further heightened the awareness of new value-adding location-based services (LBS) to the wireless industry.

QUALCOMM Incorporated ([www.qualcomm.com](http://www.qualcomm.com)) is a leader in developing and delivering innovative digital wireless communications products and services based on the Company's CDMA digital technology. Headquartered in San Diego, Calif., QUALCOMM is included in the S&P 500 Index and is a 2004 FORTUNE 500® company traded on The Nasdaq Stock Market® under the ticker symbol QCOM.

Except for the historical information contained herein, this news release contains forward-looking statements that are subject to risks and uncertainties, including the extent and speed to which the BREW solution is adopted and deployed, change in economic conditions of the various markets the Company serves, as well as the other risks detailed from time to time in the Company's SEC reports, including the report on Form 10-K for the year ended

September 26, 2004, and most recent Form 10-Q.

QUALCOMM and BREW are registered trademarks of QUALCOMM Incorporated. All other trademarks are the property of their respective owners.

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## **EXHIBIT H**

**Sprint + Bones In Motion – DEMO Coverage  
February 7 – 8, 2006**

1. Arizona Republic, DEMO 2006: New Year, New High-Tech Wonders, February 13, 2006
2. Associated Press + 72 Syndicated Publications, Robotic toys take stage at DEMO conference, February 7, 2006
3. Austin American-Statesman, Gotta run? Grab your phone, February 7, 2006
4. Austin Business Journal, Bones in Motion launches mobile service, February 7, 2006
5. CBS News, Cell Phones Learn New Trick, February 8, 2006
6. Chicago Sun-Times, Demo gives scoop on ice cream, Ids, February 13, 2006
7. CNET, Bones in Motion gives runners cell phone help, February 7, 2006
8. CNET, March of the DEMO Products, February 8, 2006
9. East Valley Tribune, Innovations shown at DEMO focus on ease of use, February 8, 2006
10. Gearlog, DEMO 06: The Gottesman Report on BiM Active, February 7, 2006
11. Kansas City Star (Print Edition), Sprint in the Running for Fitness Niche, February 8, 2006
12. Kansas City Star (Web site), Sprint Getting Fit, February 7, 2006
13. KXAN NBC Austin, Cell Phones Using GPS Technology, February 7, 2006
14. LBSzone.com and GISuser.com, Sprint and Bones in Motion Launch Mobile Fitness Application, February 7, 2006
15. Mobile Tracker, Sprint and Bones in Motion release BiM Active Suite, a mobile fitness application, February 8, 2006
16. News & Observer, Tiny Phone, Web Device Grab Investor's Interest, February 10, 2006
17. PC Magazine, Food and Fitness, February 7, 2006
18. PDA Tracker, Mobile fitness application launched by Sprint and Bones in Motion, February 7, 2006
19. San Jose Mercury News + Syndicated Publications, Internet Services and Gadgets Everywhere, February 7, 2006
20. TechWeb, DEMO 2006 Schedule Released; 1,500 Applied, 68 Got In, February 7, 2006
21. TechWeb, Tech Innovators Hit The Stage At Demo- also ran in InformationWeek, February 7, 2006
22. USA Today, New Tech Stuff Protects, Organizes and Amuses, February 8, 2006



23. VentureWire, Bones In Motion Aims For iPod-Like Emotions And Series A, February 13, 2006  
(working to acquire full text)
24. Washington Post, Get Your Bones in Motion, February 7, 2006
25. Wireless Week, Sprint Introduces Fitness App, February 7, 2006

## **DEMO 2006: NEW YEAR, NEW HIGH-TECH WONDERS**

**By Jane Larson**

**February 13, 2006**

***The Arizona Republic***

A machine that lets you concoct a customized scoop of ice cream, a lifelike dinosaur that could be this year's hot holiday toy, and a Web site that lets you create your own photo books were among the highlights of DEMO 2006, an annual conference that showcases new technologies.

Last week's event at Pointe South Mountain Resort attracted 68 presenters and 700 attendees. Organizers said the crowd was the biggest since the dot-com heyday. Here's a look seven products you may be seeing this year.

Company and product: MooBella LLC's MooBella Ice Cream System.

What it is: A vending machine that offers more than 90 combinations of ice cream flavors and add-ins, then mixes you a fresh scoop in 45 seconds.

The DEMO buzz: A touch screen walks users through three easy steps to create treats, and the machine has wireless capability to transmit sales data, inventory levels and machine alerts. What kept lines forming: The ice cream was yummy.

Getting it: Commercial units are due around Boston later this year, but executives envision rolling them out next year to coffee shops and anywhere else you'd put a soda machine.

Info: [www.moobella.com](http://www.moobella.com) .

Company and product: Blurb Inc.'s BookSmart.

What it is: A Web site with professionally designed templates that let you import digital photos and text, create a 40-page, coffee-table-quality book and have it printed commercially for \$30.

The DEMO buzz: Great for documenting travels or family histories, creating baby or dog books, or publishing fund-raiser cookbooks and how-to books. Attractive price point for gifts.

Getting it: Commercially available next month.

Info: [www.blurb.com](http://www.blurb.com) .

Company and product: Bones in Motion Inc.'s BiM Active.

What it is: Software that lets cellphones record speed, distance and other aspects of a run, walk or bicycle ride. Data download to a Web site to track your training progress.

The DEMO buzz: An example of how companies keep coming up with new ways to use cellphones and Global Positioning System technology. Is the athletic-training market big enough to make this a go?

Getting it: Wireless carrier Sprint has begun offering BiM Active at \$9.99 a month.

Info: [www.bonesinmotion.com](http://www.bonesinmotion.com) .

Company and product: Mp3Car.com's StreetDeck.

What it is: Hardware, software and touch screen to power all the audio, visual, navigation and other electronics in a car.

The DEMO buzz: Obviously aimed at the male portion of the MP3-player generation, but needs to sign up automakers if it is to go mainstream. Co-developed with Intel Corp., which seeks a piece of the digital-entertainment environment.

Getting it: Commercially available in three months at a likely price tag of \$2,000.

Info: [www.mp3car.com](http://www.mp3car.com) .

Company and product: Ugobe Inc.'s Pleo.

What it is: A robotic dinosaur that exhibits lifelike behavior, such as waking up, expressing emotion and sensing its environment.

The DEMO buzz: The wealth of sensors and computer chips under Pleo's green skin make it way more than the usual robot. A big seller if Ugobe can pull off the projected \$200 tag.

Getting it: The company hopes to have the toy in stores by the end of September, in time for Christmas shopping.

Info: [www.ugobe.com](http://www.ugobe.com) .

Company and product: Riya.com's Riya.

What it is: Software that uses face recognition to find and categorize digital photos easily.

The DEMO buzz: There are lots of services to share photos, but sorting thousands of digital photos is a daunting task. If Riya has made face recognition work, it's a big step.

Getting it: The public beta test starts in about two weeks. Price to be determined.

Info: [www.riya.com](http://www.riya.com) .

Company and product: iGuitar Inc.'s iGuitar.USB.

What it is: An electric guitar with a USB cable that plugs into a computer and allows players to mimic other instruments, the way electronic keyboards do.

The DEMO buzz: Another product for the music- and computer-obsessed. Would it compete with, or be acquired by, tradition-minded Fender, well-known maker of guitars?

Getting it: Available for about \$200 in Guitar Center stores in the second half of 2006.

Info: [www.iguitar.com](http://www.iguitar.com) .

## **Robotic toys take stage at DEMO conference**

**By Matthew Fordahl**

**February 7, 2006**

**Associated Press**

PHOENIX — Sony may have put its Aibo robotic dogs to sleep, but the inventor of the popular Furby toy said on Tuesday the market for toy animatrons is anything but extinct.

Caleb Chung unveiled a lifelike toy dinosaur named Pleo that senses its surroundings, reacts to touch, walks about on its four legs and shows emotion.

The robot, about the size of a toy poodle, expresses sadness and disappointment by gently lowering its head and tail when it's ignored. Rub its rubbery back or poke its feet, and the 3.5-pound dinosaur springs back to life just like something made of flesh and blood.

Pleo made its debut on the first day of the 16th annual DEMO conference, which is taking place in Phoenix this week. The show gives about 70 start-ups and established companies about six minutes each to showcase what they hope will be the next big thing in technology.

Ugobe Inc., which Chung co-founded, hopes Pleo will be the must-have present for Christmas 2006. The diminutive dino is expected to be available later this year for about \$200 each.

"By using breakthrough materials, an array of sensors and programmed intelligence, Ugobe has created a unique animated form that challenges the relationship between human beings and non-living creatures," noted Chris Shipley, DEMO's executive producer.

Unlike Furby's single motor and microprocessor, Pleo has eight processors that control 14 motors and receive signals from 38 sensors. It also can learn from its experiences — in effect writing its own code as it goes.

"What we're trying to do is recreate life in order to get to an emotional bonding," Chung said.

At DEMO, the robot initially made a cautious debut as it sensed its environment, a small table on a large stage. After a few seconds, its movements began to resemble a living object waking up.

"In a technical sense he's calibrating his servos, but we like to call it stretching," Chung said.

The Pleo eventually took a few cautious steps. When it reached the edge of the table, it stopped and peeked over. When Chung stopped playing with it, it appeared to get depressed.

Still, it's not likely to get as depressed as owners of Sony's Aibo robotic dogs. The company discontinued them last month to cut costs, calling the toys a niche product.

Other companies also showcased products that also mix fun and high tech:

- Blurb Inc.'s BookSmart lets anyone create professional-looking books from a PC or Macintosh. Unlike current do-it-yourself publishing tools, BookSmart offers layout flexibility. It also can "slurp" Web log content into a book and allows multiple people to contribute to a book over the Internet.

Each book, which costs about \$30 for up to 40 pages, can be created within 30 minutes, said Eileen Gittins, the company's founder and chief executive. It is expected to be commercially available next month.



• Bones in Motion Inc.'s BiM Active turns nearly any cellphone into an automatic journal of outdoor activities. Walkers, runners and cyclists can record their routes in real time, using their phones' built-in satellite tracking capabilities. It also tracks speed, distance, calories burned and elevation.

All the information also can be accessed and shared via the Web. It also allows routes to be searched, ranked and displayed using Google's mapping system. Bones in Motion also announced Sprint will start offering the service this week for \$9.99 a month.

• MooBella's Ice Cream System uses a combination of fresh ingredients and the Linux operating system to automatically scoop up tasty desserts. The vending machine, designed for cafeterias, convenience stores and other public places, lets customers choose from more than 90 combinations of flavors and mix-ins using a friendly touch screen display.

Within a minute, the ingredients are aerated, flavored, mixed and flash frozen. The machines also keep track of inventories and sales over a wireless Internet connection.

"Every MooBella consumer can become a Ben or Jerry," said Bruce Ginsberg, the company's president. "Our unique technology is as rich as our all-natural ice cream is smooth and creamy."

MooBella machines are expected to start appearing first in the Boston area in 2006. The price of each machine was not announced.

**Publication Web sites that have picked up the AP story include:**

- |   |   |
|---|---|
| (1) ABCnews.com                           | (28)Kentucky.com                        |
| (2) Alameda Star-Times (California)       | (29)Kgw.com (Oregon)                    |
| (3) Albany Times Union (New York)         | (30)KING5.com (Washington)              |
| (4) Biloxi Sun Herald                     | (31)Kitchener-Waterloo Record**         |
| (5) Boston Herald                         | (32)KVOA.com (Arizona)                  |
| (6) Bradenton Herald                      | (33)KVUE (Texas)                        |
| (7) Brocktown News                        | (34)Leading the Charge (Australia)      |
| (8) BusinessWeek                          | (35)Louisville Courier-Journal          |
| (9) Calgary Sun                           | (36)Macon Telegraph (Georgia)           |
| (10)Centre Daily Times (PA)               | (37)Monterey County Herald (California) |
| (11)CIO Today                             | (38)MSNBC                               |
| (12)Columbus Ledger-Enquirer<br>(Georgia) | (39)Munster Times (Indiana)             |
| (13)Dallas Morning News                   | (40)News & Observer (North Carolina)    |
| (14)DetNews.com (Detroit)                 | (41)Newsfactor Magazine                 |
| (15)Digit Magazine (UK)                   | (42)News-leader.com (Montana)           |
| (16)Duluth News Tribune                   | (43)Nwitimes.com (Indiana)              |
| (17)Ely Times                             | (44)Oakland Tribune                     |
| (18)Forbes                                | (45)Oberlin (Kansas)                    |
| (19)Fort Wayne Journal Gazette**          | (46)PC World                            |
| (20)FOX11AZ.com (Arizona)                 | (47)Petosky News-Review (Michigan)      |
| (21)Grand Forks Herald                    | (48)phillyBurbs.com (PA)                |
| (22)Herald Daily News (North Dakota)      | (49)Pioneer Press (Minnesota)           |
| (23)Houston Chronicle                     | (50)Pittsburg Post-Gazette              |
| (24)I4U                                   | (51)Press Enterprise (California)       |
| (25)Inside Bay Area (California)          | (52)Providence Journal (Rhode Island)   |
| (26)Jackson News-Tribune (Wyoming)        | (53)RealTechNews                        |
| (27)Kansas City Star                      | (54)Sacramento Bee                      |
|   | (55)San Jose Mercury News**             |

(56) San Luis Obispo Tribune  
(57) Sci-Tech Today  
(58) SiliconValley.com  
(59) Sun-Herald.com  
(60) TG Daily  
(61) The Canadian Press\*\*  
(62) The Kindred Times (Utah)  
(63) TMCnet  
(64) Top Tech News

(65) USA Today  
(66) WCNC (North Carolina)  
(67) WFAA.com (Texas)  
(68) WHAS11.com (Kentucky)  
(69) Worcester Telegram  
(70) WVEC.com (Virginia)  
(71) Wyoming News  
(72) Wyoming News (Wyoming)

\*\*As of 3 pm CT, confirmed this article ran in the print edition

**Gotta run? Grab your phone**  
**By Lori Hawkins**  
**Austin American-Statesman**  
**February 7, 2006**

Runners, start your cell phones.

An Austin-based tech startup on Tuesday will unveil a new add-on service for cell phones to help athletes monitor their running and cycling activity.

Jim Curry takes a run on Austin's Town Lake hike-and-bike trail using the Bones in Motion cell phone program that tracks distance, speed and pace. Runners can also have the phone alert them when they have completed a mile.

Bones in Motion Inc. uses GPS technology to track data, including distance, speed and pace. The Sprint Nextel Corp. network is offering the service to customers for \$9.99 a month.

The four-year-old company is competing with a number of hand-held gadgets, most notably lines by Garmin International, Nike and Timex, which range in cost from \$100 to \$500.

Bones in Motion is betting on the cell phone, rather than specialized devices, to set it apart.

"We're taking something people are already familiar with, and that's always with them, and transforming it into a fitness tool that is very easy to use," said CEO Andrew Graham. "You don't have to buy anything. You just pay a monthly subscription fee."

Bones in Motion's service lets runners, walkers and cyclists record in real time the distance, speed and pace, location, elevation and calories burned for outdoor activities. Users also can program their phones to alert them with a ring tone when they have completed a mile.

An interface on the phone lets users see a performance summary, activity maps and speed and elevation charts. The data can be uploaded wirelessly to a personal online Web portal, where users can view their activities, save and compare them with previous entries and share information, such as running routes, with other Bones in Motion users.

The site also allows uploads from other devices, including Garmin and Timex. But you don't need any device to use the Web site; users who want to enter route details and compare information with other runners or cyclists can do so manually.

"From a runner's perspective, it's the perfect tool," said Paul Carrozza, owner of the Austin-based RunTex athletic-shoe chain. "I think people should run with their phones for safety reasons. This ties it all together."

Carrozza is an adviser to the company but not an investor.

Creating online exercise communities that let athletes track their workouts or create training programs is a fast-growing Web niche that includes Nike Inc., MotionBased Technologies and Carmichael Training Systems (headed by Lance Armstrong's trainer, Chris Carmichael).

Bones in Motion, which is negotiating deals with other wireless carriers, also is tapping into a hot area in the telecom industry. With the market for new phone customers in the U.S. rapidly dwindling, wireless companies now are focusing on selling additional services to existing customers.

Another Austin startup, Varsity Media Group Inc., has signed a deal with Sprint PCS to sell video clips to its high school-age subscribers for \$4.99 a month.

Bones in Motion's service is attracting plenty of attention. It scored a spot at the prestigious DEMO technology conference in Scottsdale, Ariz., which begins today. It is one of two Austin startups (software developer Cesura Inc. is the other) chosen to participate in the invitation-only conference, which showcases emerging companies that are on the cutting edge of the tech industry. This year it will feature about 70 companies.

Bones in Motion was founded by Jon Werner, who was one of the first employees at Netpliance Inc. when he joined in 1999. Netpliance created a stand alone, easy-to-use Web machine, but changed directions and became a security-software company, TippingPoint Technologies. TippingPoint was sold to 3Com Corp. in 2005.

Werner, who had focused on business development, left in 2002, eager to get back into the consumer market. A family trip to Norway that year got him thinking about GPS possibilities.

"We were traveling with a 15-month-old, and so much of the (tour) was either too slow or too fast," he says. "I came back thinking about how you could use GPS to help track where you are on a trip and give you information on where you could go." But he ruled out vacationers as too transient and began looking for repetitive users.

"That's when running and cycling came to mind," he says. "Twenty-million runners and cyclists work out three times a week in the U.S. That seemed like an audience worth pursuing."

The company, which has six employees, has raised about \$1 million from private investors. It recently began working to raise its first venture capital.

"The group they're targeting is a really nice demographic: They tend to be upper-income, they're early adapters of new technology, and they're willing to spend money on the activities they spend time on," said Mark McClain, an investor and director of Bones in Motion who co-founded Waveset Technologies Inc., which was sold to Sun Microsystems Inc. in 2003.

"At the same time, you've got wireless carriers looking for ways to get consumers to buy more services. These guys have found a way to bring the two together."



## **Bones in Motion launches mobile service**

**February 7, 2006**

**By Giselle Greenwood**

**Austin Business Journal**

Bones in Motion launched its first mobile application at DEMO 2006, a showcase for new technology products.

The company has forged an agreement with Sprint/Nextel in which the application will be used on Sprint/Nextel phones.

BiM's technology enables runners, cyclists and walkers to wirelessly capture and monitor their activity in real time on GPS-enabled Sprint and Nextel phones. Users can then upload their information to a personal Web portal on BiM's Web site. Users can also chart their personal progress and share information such as routes with ratings and reviews.

BiM's service also allows users to see maps of common routes, along with elevation charts and other features.

The service will be offered at \$9.99 a month.

CEO Andrew Graham says this is the first in a series of products the company plans to launch.

Austin-based Bones in Motion has 6 full-time employees and will add to its management team. The company plans to add to its marketing and Web development team in Austin and on the West Coast.

The privately-held company has raised funding from individual investors.

## **Cell Phones Learn New Trick**

**By Larry Magid**

**February 8, 2006**

**CBS**

<http://www.cbsnews.com/stories/2006/02/08/scitech/pcanswer/main1294187.shtml>

It's not as big or as flashy as the giant Consumer Electronics Show in Las Vegas last month but for 700 tech industry insiders, the Demo 2006 Conference in Phoenix this week is a chance to get up close and personal with some interesting new tech products.

The annual show, which is in its 16th year, is more of a boutique gathering than a trade show. In addition to booths, handpicked product demonstrators take to the stage to show off their wares to an audience made up mostly of venture capitalists, technology press, industry analysts and company officials.

One of the standout products at this year's show is a cell phone service from Sprint and Bones in Motion, an Austin, Texas, company that develops applications for mobile devices. The service, called BiM Active, uses GPS (global positioning system)-equipped Sprint and Nextel phones to track your motion while you walk, run or cycle. It's an application you download and pay for at the rate of \$9.99 a month in addition to your other phone charges. It will become available later this week.

To test the exercise tracking phone, I took a 1.1 mile bike ride which, according to the phone, burned 55 calories.

When you start the application, you have to wait a few seconds for it to hone in on your GPS location. Of course you need to be outdoors with a view of the sky. Then, it starts to record, in real time, your distance, speed, pace, location, elevation and estimated amount of calories burned. You can set it to give you an audio tone at specific intervals such as every quarter mile.

Because it can record elevation, it gives you a sense of your difficulty as you ride, run or walk up and down hills. The phone – which of course knows where you are and when you're exercising – also knows the weather conditions, which helps it calculate a difficulty index.

As I rode around the hotel area, it reported my speed and distance and – based on my settings – made an audible tone every quarter mile. The company offers an inexpensive handlebar mounting bracket on its web site as well as an armband for your phone.

When I returned, I logged into the company's web site to view a progress report, statistics on my ride (such as distance, time, average speed, calories consumed and weather conditions at the time) and viewed my ride on a map.

The mapping is based on Google maps. The company plans to allow users to export the data to Google Earth which will allow you to plot your route on a world map and "fly" through it. As an option, you can post this information on a publicly accessible blog. [Click here](#) if you'd like to take a look at mine.

Of course a lot of these features are available from cyclometers and pedometers, including some that offer GPS. The advantage of this service is that it doesn't require a special device. Eventually most phones will have this service, according to Bones in Motion Chief Technology Officer Jon Werner. Unlike standalone GPS devices and most other exercise computers, you do have to pay a monthly fee to your cellular provider.

The product's demonstration got an ovation from the crowd but not everyone was convinced. Conferenza newsletter editor Shel Israel "thought it was cool at first" but then decided, "I already know the terrain I'm running. I don't need a Google map to tell me where I just ran. I tend to know the pace I'm keeping, so I don't need the timer and if I did, my watch works quite well." Israel says that he has no desire to publish his routes and personal times for others to see. "It would only embarrass me," he added.

Still, I can see the application. I always carry a cell phone on bike rides in case of an emergency so now, in addition to letting me talk, perhaps it can help motivate me to stay the course, climb a few more hills and burn a few hundred more calories. We'll see.

**Demo gives scoop on ice cream, lds**  
**By Mike Langberg and Tribune News Service**  
**February 13, 2006**  
**Chicago Sun-Times**

If you think you're already spending too much time online, then many of the shiny start-ups who introduced new products and services at the annual Demo conference in Phoenix last week are in big trouble.

There seems to be an unshakable belief among Internet entrepreneurs that we're all eager to do more and different kinds of online searching, as well as share every picture and personal preference with the rest of the world.

Demo drew a crowd of 700, heavy on venture capitalists and journalists, eager to find the next big thing among the 68 companies making presentations.

If history is any indication, most of the ideas trotted out at Demo will sink without a trace, while a few will emerge as hits.

From this year's crop, here are a half-dozen that seem especially intriguing:

- MooBella ice cream vending machines, from MooBella of Taunton, Mass. ([www.moobella.com](http://www.moobella.com)).

You can buy a scoop of fresh ice cream in an ice cream store, or you can buy tasteless frozen ice cream from a vending machine, but you can't buy fresh ice cream from a vending machine--until now.

MooBella's founders have figured out how to take refrigerated fresh milk and other ingredients, mix them and flash-freeze them inside a vending machine, delivering a scoop of fresh, made-to-order ice cream in 45 seconds.

To run the process, MooBella's machines have a microprocessor, 40-gigabyte hard drive and a version of the Linux operating system. A 15-inch color LCD screen on the front of the unit could run commercials, downloading through the Internet, while the customer waits.

MooBella is now field-testing the system and expects to start commercial distribution in the Boston area this year, with scoops costing about \$2.50 each.

- BiM Active, from Bones in Motion of Austin, Texas ([www.bonesinmotion.com](http://www.bonesinmotion.com)).

Your mobile phone becomes a personal trainer with BiM Active, tracking your distance, speed and route when running, hiking or cycling. You can even set the phone to beep every mile, or beep if your pace falls below a set level.

Your workout history is automatically uploaded to a password-protected Web page, with your routes superimposed on Google maps. You can share results with other BiM Active users, as well as make and view suggestions on the best routes in your area. Sprint Nextel will offer BiM Active for \$9.99 a month, although only on a few phones with built-in GPS tracking.

- Gpal, from GarageBand.com of San Francisco ([www.gpal.com](http://www.gpal.com)).

After you've filled your iPod with several thousand songs, it's easy to forget what you have--making it hard to put together really good playlists.

Gpal, a small piece of free software that works with Apple's iTunes, first analyzes the music in



your iTunes library.

When you give Gpal the name of an artist, the software then builds a playlist of music in that artist's style. enter "The Beatles" Gpal will also give the names of artists not in your library as a way for you to discover new performers.

- Chili, from ZinkKat of Cary, N.C. ([www.zinkkat.com](http://www.zinkkat.com))

Aimed at teens who want to be constantly connected but not in the same room as mom and dad. This \$150 device, shaped like a chili pepper and due in stores at year's end, comes with a Bluetooth wireless base station that plugs into the family computer and a phone line.

Chili, operating up to 300 feet from the base station, can play music from the computer and notify teens when IM buddies come online. Using text-to-speech conversion, Chili will tell users the name of incoming callers in a halting mechanical voice. By first loading a list of phone numbers on the computer, Chili can also be used to make outgoing calls.

Plum, by Plum Ventures, based in Boston and San Francisco ([www.plum.com](http://www.plum.com)).

A new service, in private testing only, from this start-up lets users group Web pages, e-mail, music, pictures and files from their desktop computers into online collections that can be kept private or made public for others to find.

Web pages can be added to a Plum collection by clicking on a browser toolbar button, which calls up a box for choosing a photo, adding a description and creating an identifying tag. Content on the PC, such as a photo, can be added by clicking in a small program that imports files from several applications.

- IDVault, from GuardID Systems of San Mateo, Calif. ([www.idvault.com](http://www.idvault.com)).

Now you can take online security into your own hands, literally. IDVault looks like one of those familiar USB thumb drives, and it stores user names and passwords for your online accounts, including banks and other financial institutions.

The device will sell for \$50--or \$80 for two--when it launches in early April. Because passwords are stored in the device rather than on your computer and are transmitted in encrypted form, it's almost impossible for online criminals to grab them. The device has a password, set by the user, so it's useless to anyone else if lost or stolen.

- Vizrea Snap, from Vizrea Corp. of Seattle. ([www.vizrea.com](http://www.vizrea.com)).

This is a tool to move pictures from a mobile phone to a computer--and vice versa. The idea is to unlock the numerous photos currently stored on mobile phones and make them available to friends, family and for posting online.

Vizrea offers software for quickly transferring full-size images from a camera phone to a PC or Web site; PC software for organizing, sharing and printing digital photos; and a Web-site-hosting service that lets users create personal Web pages to display photos, write blogs and share photo collections.

The phone software figures out the best way to transfer photos off a device--via a Bluetooth radio connection if a PC is nearby, over the Web or over the cell phone network. For now, the service works only on a few high-end phones from Nokia, the 6682, N70 and N90.

- My People, from MyPeople.com of Birmingham, Ala. ([www.mypeople.com](http://www.mypeople.com)).



You'd think the world doesn't need another voice over Internet protocol phone service, a market already crowded with big names such as Vonage and Skype. But My People sees an opportunity.

With a My People account, which costs \$25 a month for unlimited calling in the United States and Canada, you can record a voice message and have it delivered simultaneously to 25 phone numbers.

You can also record reminder messages and have them sent at any time to any number you choose—a new way to subtly remind your sweetie that Valentine's Day is just around the corner.



## **Bones in Motion gives runners cell phone help**

**By Daniel Terdiman**

**February 7, 2006**

**CNET**

[http://news.com.com/2061-12351\\_3-6036049.html](http://news.com.com/2061-12351_3-6036049.html)

PHOENIX—If you're a runner or a cyclist and you're sick of toting around both your cell phone and some sort of heart monitor/performance meter, a company called Bones in Motion might have the answer for you.

Their new BiM Active software is designed to turn your cell phone into that single device which meets all your running needs.

By incorporating GPS, it can track your speed as you run?or cycle?as well as keep track of all kinds of measurements of your performance, such as minutes per mile and calorie burn.

Further, because it's connected to a network, it keeps track of your route, and can both show you where you've been and share it with others via the Web.

BiM Active also incorporates a community aspect, meaning that you can rate the routes you run or cycle and signify what kind of conditions they offer. Thus, when someone else accesses routes you've submitted online, they can tell whether there will be a lot of traffic, too many hills or anything else you want to mention.

At the Demo conference here, Bones in Motion unveiled BiM Active and said that Sprint had just agreed to offer the software as a location-based service on its network for just \$9.99 a month.

**March of the DEMO Products**  
**By Rafe Needleman**  
**February 8, 2006**  
**CNET.com**

[http://news.com.com/2300-1041\\_3-6036698-7.html?tag=ne.gall.pg](http://news.com.com/2300-1041_3-6036698-7.html?tag=ne.gall.pg)

Bones in Motion turns your GPS-equipped cell phone into a fitness accessory. And a quite stylish one, too.



**Innovations shown at DEMO focus on ease of use**

**By Ed Taylor**

**February 8, 2006**

**East Valley Tribune**

<http://www.eastvalleytribune.com/index.php?sty=58713>

Simplicity was the theme at the opening of the 16th annual DEMO high-tech conference Tuesday at the Pointe South Mountain Resort — not necessarily in the technology behind new products but in their ease of operation for the user.

"This is the challenge I put forward today," said Chris Shipley, executive producer of the conference. "Not dumbing down technology, but opening it to new buyers. . . . It takes a lot of technology to make it simple."

A baby dinosaur robot that displays emotions, a vending machine that dispenses 96 variations of ice cream and a software program that turns a cell phone into a running coach were among the innovations displayed for the first time that use complex technology but were billed as easy to use.

During the two-day conference, which continues today, 68 mostly early-stage companies are presenting six-minute demonstrations of their new products to an audience of about 700 invited venture capitalists, journalists and futurists.

Among the products demonstrated on the first day were:

- Pleo, a robotic baby dinosaur invented by Ugobe of Emeryville, Calif. Equipped with 38 sensors and programmed "intelligence," the critter can respond to its environment in more lifelike ways than previously achieved in such high-tech "pets."

The machine will open its eyes when touched, stretch and wag its tail. It also displays emotions, responding playfully to touches and expressing depression by lowering its head if ignored. It also learns from its environment, subtly changing its behavior. For example, when picked up for the first time, it will shake its legs as if it wants down, but over time it will get used to being handled and relax.

The device, which was developed by Caleb Chung, the inventor of the Furby toy, "challenges the relationship between human beings and nonliving creatures," Shipley said.

Expected to be priced at about \$200, Pleo will be available at major retailers by the end of September.

- The MooBella Ice Cream System is a vending machine that dispenses custom-made single servings of ice cream with more than 90 combinations of flavors and mixes in 45 seconds.

The customer presses a touch screen to select from among 12 flavors, four mix-in options (chocolate chips, cookies 'n' cream, walnuts or none) and premium or lowcarb.

"Every consumer can become a Ben and Jerry," said Bruce Ginsberg, president of MooBella LLC, based in Taunton, Mass.

The first units are scheduled to roll out in the Boston area during 2006 with other regions to follow, Ginsberg said.



BiM Active, by Austin, Texas-based Bones in Motion Inc., converts a Sprint cell phone into a performance monitor for runners. The phone records the runner's speed, distance covered, calories burned, elevation and route, providing distance and pace feedback while running and an assessment of the workout when completed. The exercise information can be uploaded to a personal Web portal at [www.bimactive.com](http://www.bimactive.com) where users can chart their progress and share information with others such as degree of difficulty for each route. Also useful for cyclists and walkers, the service is intended as a motivational tool, said chief executive Andrew Graham.

BiM Active is available from Sprint for \$10 a month. For information, visit [www.sprint.com](http://www.sprint.com) or [bimactive.com](http://bimactive.com).

- GPai, a product of San Francisco-based GarageBand.com, acts as a companion to the Apple iPod music player by monitoring what the user listens to, creating "smart" play lists of the user's favorite music and finding similar songs based on the taste of the listener. For example, if the user likes a particular singer, the program will find other artists with a similar sound. "It's like a customized radio station," said CEO Ali Partovi.



**DEMO 06: The Gottesman Report on BiM Active**  
**By Ben Gottesman, Editor of PC Magazine**  
**February 7, 2006**  
**Gearlog, from editors of Digital Life**

<http://gearlog.com/blogs/gearlog/archive/2006/02/07/5694.aspx>

PC Magazine's technology editor Ben Gottesman sent me another dispatch from DEMO:

For the 'as an avid bicyclist *and* avid geek, I really, really want this' category: At DEMO today, a company with the unusual name of Bones in Motion introduced BiM Active, a service that uses GPS-enabled cell phones to help runners and cyclists track their treks. BiM Active will measure speed, distance, and elevation; show your splits (that is, how long each subinterval of your exercise took); and display street maps, topographical maps and satellite maps of your route.

Bones in Motion is first partnering with Sprint, and the company demonstrated the BiM Active on a Sanyo MM-7500 phone. Once you've completed your run or your ride, the data is uploaded to BiM Active's community site, where you can keep the data private or share your routes with others. The cell-phone-based mapping service will cost \$9.99 a month, which is fine, since Americans won't embrace any sport that they can't spend money on. But you can also join the BiM Active community for free and manually plot your routes or upload GPS data from a Garmin outdoor GPS or other GPS units.

One very intriguing aspect of BiM Active is that it can rate the difficulty of your trip, so you can easily find other routes that will require similar effort. I was a little concerned that mapping my route and then sharing it would show everyone where I live, since I start from my house nearly every time. One way around this would be to start tracking after you've gone a little distance. Users will have to decide how much detail they're willing to share.

But if this service pans out to be as good as it looks, I can't see any serious runner or cyclist not wanting to use it. I've been charting my bike rides for years. A couple of times, I've tried mobile GPSes; but for the most part, I use Microsoft MapPoint, recalling my trips as best I can. BiM Active should make this a lot easier.

Spring can't come soon enough to the Northeast.

**Sprint in the Running for Fitness Niche**

**By David Hayes**

**February 8, 2006**

**Kansas City Star**

<http://www.kansascity.com/mld/kansascity/business/technology/13816618.htm>

Sprint is moving further into the fitness business.

The wireless company on Tuesday said it would offer a new application on Sprint and Nextel phones to let walkers, runners and cyclists follow their fitness progress by mobile phone.

The new application, called BiM Active, will track speed, distance, elevation and calories burned.

BiM Active uses the satellite-based Global Positioning System technology built into the phones. Software developer Bones in Motion of Austin, Texas, has been working on BiM Active for more than two years, said Andy Graham, chief executive.

At the end of a workout, BiM users press a button, upload their exercise data to the Bones in Motion Web site and receive back to their phones graphs that outline their performance and progress. The software also sends back street, satellite or topographical maps showing routes.

In addition, the data are uploaded to a user's account on the BiM Web site, allowing the information to be sent to blogs or online friends.

The service, currently available on two Sprint phones and three Nextel phones, costs \$9.99 a month. Graham said it would be available for more phones soon.

Alana Muller, director of information data services for Sprint, said the service turned a mobile phone into a fitness enhancement tool.

"This is just one of the many location-based consumer applications Sprint offers that gives customers personalized information when and where they want it on the device they always have with them," Muller said.

BiM Active is a competitor to several products manufactured by another area company, Olathe-based Garmin International. Its watchlike fitness products display real-time distance, calories burned and other data, along with a mapping feature.

However, Graham said, the two had somewhat different target markets.

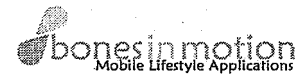
"We're wireless, and we're on a phone," Graham said. "Garmin does additional things, such as heart monitoring, that you can't do with a phone."

Ted Gartner, a spokesman for Garmin, said some people would rather work with an all-in-one device.

"But for people who are really serious about things, whether it's for business or for fitness, they're going to want a dedicated device," Gartner said.

BiM Active is Bones in Motion's first product, Graham said.





Sprint offers several other fitness-oriented products through its wireless phones, but BiM is the first GPS-enabled fitness product offered by the wireless company.

**Midday Business Report: Sprint getting fit**

**By David Hayes**

**February 7, 2006**

**The Kansas City Star**

<http://www.kansascity.com/mld/kansascity/13812951.htm>

Sprint is getting into the fitness biz.

The wireless company today said it will offer a new application on Sprint and Nextel phones to let walkers, runners and cyclists track their fitness progress by mobile phone.

The new application, called BiM Active, allows fitness buffs and exercise enthusiasts to track speed, distance, elevation and calories burned. At the end of the workout, the application sends a map back to the phone showing the route and speed.

Austin, Texas-based Bones in Motion has been working on BiM Active, which currently is available only on the Sprint and Nextel networks, for more than two years, said Andy Graham, chief executive.

The service costs \$9.99 a month.

BiM Active is a competitor to several products manufactured by another area company, Olathe-based Garmin International.

Garmin's Forerunner and Edge fitness products, combined with its Motion-Based Web application, offer similar service. The Garmin products, however, allow athletes also to track heart rate and a number of other fitness factors.

## **Cell Phones Using GPS Technology**

**By Kate Weidaw**

**KXAN**

<http://www.kxan.com/Global/story.asp?S=4468034&nav=0s3d> - see the clip here!

KXAN is getting you ready for the Freescale Marathon with a unique running device going on the market Tuesday. An Austin company is using GPS technology as a virtual coach.

Everyone who runs or works out needs motivation.

If you're training on your own, now your cell phone can help you with anything from your pace to where you're running.

"I'm training for the Freescale Half," Kristin Sullivan, runner, said.

Sullivan has been running the Town Lake trail to get ready for the big race, but it's her cell phone that's keeping her on track.

"It keeps me motivated, it keeps me on track with where I need to be as far as my pace goals are," Sullivan said.

Austin technology company, Bones In Motion, has created what's called BIM Active.

"We take the mobile phone with the GPS capabilities and turn it into a lifestyle recorder for those who run or cycle, or even walk. A lot of folks want to see how well they're doing on a mile-to-mile basis," Andy Graham, CEO of Bones In Motion, said.

As you run, the phone records how many minutes it takes to run a mile. You can even check out the elevation on the route or the route itself.

The phone can even make sure you stay on pace.

"If you're going too slow, it's going to say, 'Hey speed up,' and if you're going too fast, it will tell you to slow down," Jon Werner, chief technology officer, said.

"I think one of the best things about it for me was I didn't have to jot anything down. It recorded information for me automatically," Jim Curry, runner, said.

"With a push of a button, you can take what you've recorded on the phone and wirelessly send it to your own web account," Graham said.

It lets your friends or coach keep track of your progress or share your route with everyone.

"Not only can you tell your friends about it, but you can rate it, review it, give it a star rating, put it onto our database, and other people in Austin might want to find where the best places to run or cycle," Graham said.

This technology actually goes on the market Tuesday for the first time. Right now, it's only available on Sprint phones for \$9.99 a month.



**Sprint and Bones in Motion Launch Mobile Fitness Application**  
**February 7, 2006**  
**LBSzone, GISuser**

<http://www.lbszone.com/content/view/745/2/>

PHOENIX, Feb.7, 2006 – Need help sticking to your New Year's Resolution to get in shape? Sprint (NYSE: S) and Bones in Motion are offering BiM Active, the first in a suite of applications that enables active individuals to use Sprint and Nextel phones and the Web to achieve their fitness and lifestyle goals.

BiM Active enables runners, cyclists, and walkers to wirelessly capture and monitor their activity in real-time on GPS-enabled Sprint and Nextel phones. The service transforms the phone into a virtual coach and offers users feedback during their exercise through sound alerts. When the activity is complete, the exercise information is uploaded to a personal Web portal on [www.bimactive.com](http://www.bimactive.com). There, users can chart their personal progress and share information such as routes with ratings and reviews.

"Sprint customers can use BiM Active to transform their mobile phone into a fitness and lifestyle enhancement tool," said Alana Muller, director of information data services for Sprint. "This is just one of the many location-based consumer applications Sprint offers that gives customers personalized information when and where they want it on the device they always have with them."

With BiM Active, users can:

Do it: Record in real-time the distance, speed/pace, location, elevation and calories burned for outdoor activities. Real-time audible feedback provides motivation to achieve fitness goals.

View it: See performance summary, activity maps and speed and elevation charts on the phone.

Share it: Wirelessly upload performance data to a personal online portal where users can view their activities, save and compare them with previous entries. They can also publicize information, including personal achievements and trail advice with the BiM online community.

"Whether you are training for a triathlon or walking to get in shape, BiM Active is a motivational tool that provides instant audible feedback during the activity and support and information online," said Andrew Graham, CEO of Bones in Motion. "Our vision is to create a truly interactive experience and virtual community that helps people achieve their fitness goals."

BiM Active is available from Sprint for \$9.99/month. For more information, visit [www.sprint.com](http://www.sprint.com) or [bimactive.com](http://bimactive.com). To experience a live demonstration, visit pod #63 at the DEMO Conference on Feb. 6-8 at the Pointe South Mountain Resort in Phoenix, Arizona.

#### About Bones in Motion

Bones in Motion (BiM) provides award winning, subscription-based mobile lifestyle phone applications and services. For the active consumer, BiM is a catalyst for extending the mobile phone to become a motivational companion for fun, fitness, sports, diet, and personal safety.

The first BiM application won the Grand Prize at the 2005 Navteq Global LBS Challenge over 180 other applicants by ballot among independent judges from Directions Magazine, HP, Mapquest/AOL, Microsoft, Motorola, Nextel, Sprint, SK Telecom, U.S. Cellular and Verizon Wireless. For more information on Bones in Motion, please visit <http://www.bonesinmotion.com>.



#### About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services to consumer, business and government customers. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks offering industry leading mobile data services; instant national and international walkie-talkie capabilities; and an award-winning and global Tier 1 Internet backbone. For more information, visit [www.sprint.com](http://www.sprint.com).



**Sprint and Bones in Motion release BiM Active Suite, a mobile fitness application**  
**February 8, 2006**  
**Mobile Tracker**

Sprint and Bones in Motion appear to be the first to market with a unique application suite that tracks fitness and lifestyle goals via gps enabled cell phones. Bones in Motion's BiM Active software "enables runners, cyclist, and walkers to wirelessly capture and monitor their activity in real-time", according to Sprint.

With the Sprint BiM Active software suite, enthusiast can:

- Record real time distance
- Speed / pace
- Location
- Elevation
- Calories burned
- Audible feedback
- View performance summaries
- Activity maps / speed / elevation charts on the phone
- Wirelessly upload data to personal computer

BiM Active will be available for \$9.99 a month.

## **Tiny phone, Web device grabs investors' interest**

**By John Murawski**

**February 10, 2006**

**News & Observer**

<http://www.newsobserver.com/104/story/398589.html>

A pair of dot-com survivors were the only representatives from North Carolina at the Demo Conference for new high-tech gizmos this week.

ZinkKat, a two-man outfit based in Cary, debuted its remote cordless headset, Chili, at the two-day conference in Phoenix.

"Nobody's heard of us," chief development officer David Dubbs said of the two-year-old company. "We're in stealth mode."

The biannual Demo conference, which is in its 16th year, is viewed by some as the World's Fair of high-tech. It draws "the inner circle of technology influencers," said conference executive director Chris Shipley.

ZinkKat was one of 68 companies that exhibited products to investors and others. ZinkKat's Chili device was picked from among about 700 applicants because it was "a really cool idea," Shipley said.

Chili is a 4.5-ounce sliver of a communications device designed to liberate users from their computers. It lets them download music files, podcasts or Internet radio, or use the Chili earphones to listen remotely up to 400 feet from the computer. Chili comes with a wireless adapter that transmits music and podcasts to the device.

The Chili, which is targeted to teens, can also receive phone calls, and while it doesn't have a keypad, it can place outgoing calls by verbal cue.

In other words, it restores privacy to teenagers in their parents' home. With a Chili clipped to the hip, a teen can retreat to the bedroom and chill.

"This allows them the freedom to go wherever they want to go," said ZinkKat chief technology officer Trey Weaver.

Chili's primary competition comes from cell phones and MP3 music players such as the iPod. Motorola's Rokr and Sony Ericsson's Walkman cell phones let users download music files and listen through headphones. But Chili is designed as a remote listening device for home use, Weaver said.

He expects Chili to retail for \$150 and go on sale before Christmas at stores such as Radio Shack, Best Buy and Circuit City. ZinkKat has a manufacturing agreement in Hong Kong, Weaver said.

ZinkKat is a private company financed by Weaver, Dubbs in California, friends and family, and a businessman in China. ZinkKat hopes the Demo conference will boost prospects.

"We got a whole pile of venture capitalists who talked to us ... about investing in the company," Weaver said. "In most cases, I think they're interested in funding you to get you to the next stage."

Weaver's home in Cary serves as the company's headquarters. Weaver and Dubbs, who once worked together at AT&T, contracted out some of the design work on Chili to two dozen former AT&T colleagues who now work for Indesign in Indianapolis.

Weaver moved to the Triangle in 2000 to run Lucent Technologies' project development lab at the N.C. State University campus. He left Lucent about four years ago when the company closed the lab.

They named the device Chili because its slim shape suggested a hot pepper. The ZinkKat name, however, was not inspired by metallurgy or a feline, but rather by the appeal of crunching hard consonants, Weaver said.

Of course, unorthodox names abound in technology. Other Demo exhibitors included Bones in Motion, Kosmix, Zimini and Zingee.

Some participants who showed up had really odd names that couldn't possibly catch on: Yahoo and America Online.





**Food and Fitness**  
**By Michael Miller**  
**PC Magazine**

The first products introduced at Demo were ways to gain pounds and lose them.

MooBella showed off its Linux-based ice cream machine, which creates customized ice cream in real time, with more than 90 combinations of flavors and mix-ins. It's a Linux-based kiosk that can go in many locations, and is currently in field test in the Boston area.

If you've eaten enough ice cream, Bones in Motion showed a product called **BimActive** designed to help you get fit. It uses GPS enabled phones to measure speed, distance, and elevation of runners. You carry your phone with you, then can see the basic information on your phone or log into a web site for more details, including a map of your run. With one button, you can then add the information to your blog. I think this real potential for a lot of active people out there.



## **Mobile fitness application launched by Sprint and Bones in Motion**

**By Sara Griffin**

**PDA Tracker**

[http://www.pdatracker.net/archives/2006/02/mobile\\_fitness\\_.html](http://www.pdatracker.net/archives/2006/02/mobile_fitness_.html)

Sprint and Bones in Motion are offering BiM Active to transform mobile phones into virtual coaches. BiM Active is the first in a suite of applications that enables active individuals to use Sprint and Nextel phones and the Web to achieve their fitness and lifestyle goals.

BiM Active enables runners, cyclists, and walkers to wirelessly capture and monitor their activity in real-time on GPS-enabled Sprint and Nextel phones. The service transforms the phone into a virtual coach and offers users feedback during their exercise through sound alerts. When the activity is complete, the exercise information is uploaded to a personal Web portal on <http://www.bimactive.com/>. There, users can chart their personal progress and share information such as routes with ratings and reviews.

"Sprint customers can use BiM Active to transform their mobile phone into a fitness and lifestyle enhancement tool," said Alana Muller, director of information data services for Sprint. "This is just one of the many location- based consumer applications Sprint offers that gives customers personalized information when and where they want it on the device they always have with them."

**Internet services and gadgets everywhere (also ran as New products you'll want -- and lots you likely won't)**

**By Mike Langberg, San Jose Mercury News**

**February 7, 2006**

**San Jose Mercury News**

[http://www.mercurynews.com/mld/mercurynews/news/breaking\\_news/13815455.htm](http://www.mercurynews.com/mld/mercurynews/news/breaking_news/13815455.htm)

**PHOENIX** - If you think you're already spending too much time online, then many of the shiny start-ups introducing new products and services at the annual Demo conference here are in big trouble.

There seems to be an unshakable belief among Internet entrepreneurs that we're all eager to do more and different kinds of online searching, as well as share every picture and personal preference with the world.

Demo, which ends its two-day run today at the Pointe South Mountain Resort here, drew a crowd of 700, heavy on venture capitalists and journalists, eager to find the next big thing among the 68 companies making presentations.

If history is any indication, most of the ideas trotted out will sink without a trace, while a few will emerge as hits.

From this year's crop, here are a half-dozen that seem especially intriguing:

- **BiM Active** from Bones in Motion of Austin, Tex. ([www.bonesinmotion.com](http://www.bonesinmotion.com)). Your cell phone becomes a personal trainer with BiM Active, tracking your distance, speed and route when running, hiking or cycling. You can even set the phone to beep every mile, or beep if your pace falls below a pre-set level.

Your workout history is automatically uploaded to a password-protected Web page, with your routes superimposed on Google maps. You can share results with other BiM Active users, as well as making and viewing suggestions on the best routes in your area.

Sprint will begin offering BiM Active this week for \$9.99 a month, although only on a few phones with built-in GPS tracking.

- **Gpal** from Garageband.com of San Francisco ([www.gpal.com](http://www.gpal.com)). After you've filled your iPod with several thousand songs, it's easy to forget what you have -- making it hard to put together really good playlists.

Gpal, a small piece of free software that works with Apple's iTunes, first analyzes the music in your iTunes library. When you give Gpal the name of an artist, the software then builds a playlist of music in that artist's style.

If you enter The Beatles into Gpal, it will make a playlist including The Rolling Stones, The Who, The Beach Boys and Bob Dylan -- assuming those artists are in your library. Gpal will also give the names of artists not in your library, as a way for you to discover new performers.

- **Chili** from ZinkKat of Cary, N.C. ([www.zinkkat.com](http://www.zinkkat.com)). Aimed at teenagers who want to be constantly connected, but not in the same room as Mom and Dad. This \$150 device, shaped like a chili pepper and due in stores at year-end, comes with a Bluetooth wireless base station that plugs into the family computer and a phone line.

Chili, operating up to 300 feet from the base station, can play music from the computer and notify teens when IM buddies come online. Using text-to-speech conversion, Chili will tell users the

name of incoming callers in a halting mechanical voice. By first loading a list of phone numbers on the computer, Chili can also be used to make outgoing calls.

• **IDVault** from GuardID Systems of San Mateo ([www.idvault.com](http://www.idvault.com)). Now you can take online security into your own hands, literally. IDVault looks like one of those familiar USB thumb drives, and it stores user names and passwords for your online accounts, including banks and other financial institutions.

The device will sell for \$50, or \$80 for two, when it launches in early April. Because passwords are stored in the device rather than on your computer, and are transmitted in encrypted form, it's almost impossible for online criminals to grab them. The device itself has a password, set by the user, so it's useless to anyone else if lost or stolen.

• **My People** from MyPeople.com of Birmingham, Ala. ([www.mypeople.com](http://www.mypeople.com)). You'd think the world doesn't need another voice-over-the-Internet phone service, a market already crowded with big names such as Vonage and Skype. But MyPeople sees an opportunity in offering unique services such as new types of voice messaging.

With a mypeople account, which costs \$25 a month for unlimited calling in the U.S. and Canada, you can record a voice message and have it delivered simultaneously to 25 phone numbers. You can also record reminder messages and have them sent at any time to any number you choose -- a new way to subtly remind your sweetie that Valentine's Day is just around the corner.

• **MooBella** ice cream vending machines from MooBella of Taunton, Mass. ([www.moobella.com](http://www.moobella.com)). You can buy a scoop of fresh ice cream in an ice-cream store, or you can buy tasteless frozen ice cream from a vending machine, but you can't buy fresh ice cream from a vending machine -- until now.

MooBella's founders have figured out how to take refrigerated fresh milk and other ingredients, mix them and flash-freeze them inside a vending machine, delivering a scoop of fresh made-to-order ice cream in 45 seconds.

To run the process, MooBella's machines have a microprocessor, 40-gigabyte hard drive and a version of the Linux operating system. A 15-inch color LCD screen on the front of the unit could run commercials, downloading through the Internet, while the customer waits.

MooBella is now field testing the system, and expects to start commercial distribution in the Boston area later this year, with scoops costing about \$2.50 each.

**The following publications also picked up the story:**

- |                                      |  |
|--------------------------------------|--|
| 1) Biloxi Sun Herald                 | 8) Kentucky.com                          |
| 2) Bradenton Herald                  | 9) Macon Telegraph (Georgia)             |
| 3) Centre Daily Times                | 10) Monterey County Herald               |
| 4) Columbus Ledger-Enquirer          | 11) Myrtle Beach Sun News                |
| 5) Duluth News Tribune (Minnesota)   | 12) Pioneer Press                        |
| 6) Grand Folks Herald (North Dakota) | 13) San Luis Obispo Tribune (California) |
| 7) Kansas City Star                  | 14) SiliconValley.com                    |

**DEMO 2006 Schedule Released; 1,500 Applied, 68 Got In  
Feb 1, 2006  
By Laurie Sullivan  
TechWeb.com**

<http://www.techweb.com/wire/showArticle.jhtml?articleID=178600553>

Known for identifying technology trends, the DEMO conference series on Wednesday released the names of companies scheduled to demonstrate products and services next week at DEMO 2006 in Phoenix.

DEMO attendees will get an inside look at technology that examines how to simplify processes, whether it's shared searching or social browsing to create collaborative computing, explains Chris Shipley, executive producer of the DEMO conference.

"There is information on the Internet, but when Google returns 1.1 million results it's not very useful and people get frustrated with the technology," she said. "The way to solve that is for people to contribute and share resources in a marketplace of information. This enables them to find expertise on a specific topic."

Consider Wikipedia's model in collecting and compiling information. Imagine this model on a larger scale, where anyone could contribute their search Web results on sources collected to remodel a new kitchen, for example, Shipley said. Finding the correct information to make it "easier to" get the computer up and running or protect your personal identity from theft.

DEMO will showcase 68 products. Approximately 1,500 companies applied for consideration. The rules are strict. For one, companies must agree to launch their product at DEMO. Companies discussing the technology prior to Feb. 7, show's first day, could be disqualified. Other qualifications require the product to have the potential to advance the technology segment, such as wireless; and the company's management team, the prospect to bring the product to market successfully.

DEMO coordinators expect between 650 and 700 attendees – mostly entrepreneurs, executives, venture capitalists and press – similar to last year's crowd. The conference offers a look at both consumer and enterprise technology.

New products scheduled to launch range from computer peripheral that guitarists can use to compose music, digital photo organizing and sharing applications, video conferencing, and identity protection and anti-fraud security software and hardware.

Patrick G. Cummings, president at iGuitar Inc., once known as Brian Moore Custom Guitars, realizes technology's influence on music and instruments, and has a few surprises in store.

Bones in Motion Inc. co-founders Andrew Graham, chief executive officer, and Jon Werner, chief technology officer, are scheduled to debut their first product next week. Although tight-lipped on the technology, they talked about the company.

The seed sprouted from a guided tour on a summer family outing to Norway in 2002. "We stopped for long periods of time at places where my 15-month-old child had no attention for and zoomed past open parks where she would have had fun," Werner said. "It dawned on me this

person conducting the tour probably does this three times a day, five times a week, and it could be automated."

Graham said Bones in Motion's technology strategy will fit nicely into the push by wireless carriers to roll out location based services, the ability to use global positioning satellite in cellular phones.

ZinkKat LLC also is scheduled to launch its first product at the DEMO. The two-year-old North Carolina company was co-founded by David Dubbs, vice president of business development who works from California's Silicon Valley; and Trey Weaver, chief technology officer, who left his CTO post at a consumer products company to become an entrepreneur. "The initial product was aimed at teenage girls who love entertainment and communications, rather than boys in same age bracket who prefer video games," Weaver said. "We discovered after several focus groups that both boys and girls had interest in our technology."

The DEMO conferences have served as launch pads for companies, such as Palm, e\*trade, Handspring and U.S. Robotics, helping them secure venture funding, establish critical business relationships and influence early adopters, according to coordinators.

**Tech Innovators Hit The Stage At Demo**  
**By Laurie Sullivan**  
**February 7, 2006**  
**TechWeb**

<http://www.techweb.com/wire/ebiz/179101373>

Dozens of companies took their turn on the stage at Demo 2006 in Phoenix Tuesday. They each had six short minutes to demonstrate the software, hardware, or services they hoped would propel them to the top of their respective markets.

Web collaboration, security, search, social networking and voice over Internet protocol ((VoIP) are some technologies users can expect from emerging technology companies this year.

During the last 18 months the industry has been building toward a crescendo that fulfills the applications talked about for the past several years, according to Chris Shipley, the conference's executive producer. "We adopt the tools that have allowed us to be most productive," she said. "We don't stop being productive at six in the evening."

Shipley said there is a wide overlap of products that appeals to both businesses and consumers. This gray area will only widen in the year ahead and business and personal computing will merge.

The first product introduced was MooBella LLC, an Ice Cream kiosk that dispenses a freshly made scoop of ice cream. The kiosk runs on a Linux operating system and can track inventory in real time and receive machine alerts wirelessly.

The database interacts with flavor, mix and flash freezes ingredients to produce the product. The PC-based system enables consumer selection and entertainment, operator interaction and diagnostic activity.

The wireless capabilities allow the system to communicate accurate sales data, track inventory in real-time, receive machine alerts, as well as send information back to MooBella. "Don't confuse simplistic with simple," Shipley said. "It takes great technology to make a product simple."

Bones In Motion Inc. (BiM) introduced BiM Active, the first in a suite of applications that enables runners, walkers, and cyclists to wirelessly capture and monitor their activity in real-time on GPS-enabled Sprint and Nextel phones.

The service transforms a phone into a virtual coach and offers users feedback during their exercise through sound alerts. When the activity is complete, the exercise information is uploaded to a personal Web portal on [www.bimactive.com](http://www.bimactive.com). "People want a healthy lifestyle, but the key to improvement is measuring the action and tracking the progress," said Andrew Graham, chief executive officer at Bones In Motion Inc. "It's all in the cellular phone you already carry."

Sprint Nextel will begin offering the service in the United States this week for \$9.99 monthly.

Established player Pay By Touch, a biometrics and authentication company that allows consumers to pay for goods by scanning their fingerprints at retail checkout stands, wants to take security to a higher level for Web transactions.

Pay By Touch Online launched technology aimed at financial institutions, merchants, and consumers. Express Sign-In, Multifactor Authentication, and Express Checkout, three new services, are extensions of the company's biometric payment offerings for brick and mortar stores, said Jon Siegal, executive vice president for the new business unit. "Pretty much every company and financial institutions that does business in the U.S. is looking for ways to strengthen their Internet security," he said.

Targeting the musician, iGuitar Inc. demonstrated iGuitar.USB. The application turns the electric guitar into a computer peripheral. The platform is compatible with both Macintosh and Windows operating systems, as well as recording applications from Garageband and Protools and writing applications from Reason and Sibelius. "The computer is becoming the center of the universe for musicians," said Patrick Cummings, iGuitar president.

iGuitar.USB delivers streaming digital audio to give musicians the natural sound from the guitar. With six channels of "string information" it can control other sounds generated by the computer, too. Guitarists can create complete compositions using only the guitar as the input device by simulating pianos, violins, or lush pads and other sounds effects. The company has plans to launch several brands that connect to the computer, such as iGuitar and iAcoustic.

**The above article also ran in the following publications:**

CRN  
InformationWeek  
IT News



## **New tech stuff protects, organizes, amuses**

**By Ed Baig**

**February 9, 2006**

**USA Today**

In years past, the Demo conference that concluded Wednesday in Phoenix has launched the PalmPilot, Salesforce.com and TiVo. So what's the biggest, um, scoop among the 68 companies invited to make presentations at this latest showcase for new technologies? Try ice cream.

An upstart called MooBella demonstrated the first 45-second ice cream vending machine. (The ice cream chips are made of chocolate, not silicon.)

Also on display: AOL showed its video search engine Truveo. LocaModa displayed a product called Wiffiti that essentially lets users send wireless graffiti from mobile phones to large flat-panel screens in bars or elsewhere. And GarageBand.com launched a free service for iTunes to help music lovers create automatic playlists based on artists who sound similar. Here's a look at other attention-getters at the show.

### **•A mobile training coach.**

Bones in Motion may be a creepy name. But the company's downloadable BiM Active software can turn your GPS-capable cellphone into a personal trainer for runners, cyclists and trekkers. The phone can record time, place, distance, calories burned and location of your route. You can track progress via maps, and speed and elevation charts. Information is also uploaded to the Web where it can be shared with other fitness enthusiasts. The service has just launched on Sprint, with five compatible phones. Cost: \$10 a month. ([www.bonesinmotion.com](http://www.bonesinmotion.com))

### **•Protecting your identity.**

"Keystroke-logging" — in which online passwords are snatched by cybercriminals — is one of the nastiest computer attacks you can face. Computer security firm StrikeForce Technologies unveiled WebSecure 1.0, a \$30 program aimed at consumers that arrives in the second quarter. The software encrypts keystrokes as you type, then securely reroutes those keystrokes to the Web browser while bypassing vulnerable communications areas. ([www.mywebsecure.com](http://www.mywebsecure.com))

Meanwhile, GuardID Systems takes a different approach at securing your information. It sells a \$49 hacker-proof token called ID Vault that you plug into your computer's USB port. It stores your passwords to various financial institutions. You must still type in a PIN to use it. ([www.guardidsystems.com](http://www.guardidsystems.com))

Lots of folks have camera phones. But most people never do anything with the pictures they shoot. Vizrea introduced a mobile phone application called Vizrea Snap that lets you automatically transmit photos wirelessly (via the phone network or Bluetooth) and organize them on a website. Available as a free beta, it works with certain Panasonic and Nokia phones, including a Nokia I used to dispatch a couple of images from the Demo floor. ([www.vizrea.com](http://www.vizrea.com))

Tiny Pictures is also all about getting pictures off a camera phone. The company expects people using its Radar software to take pictures on the fly as a "stream of consciousness" and to share them with friends invited to a custom "channel." The beta software is free, though future subscription models are being contemplated. ([www.tinypictures.com](http://www.tinypictures.com))

Meanwhile, Sharpcast is about keeping photos (and ultimately other applications) in sync, whether they reside on multiple computers, cellphones or PDAs. The company is trying to provide a BlackBerry-like experience with consumer media. So if you snap a picture on a mobile phone, it will be dispatched to your desktop computer and the Web. If you rotate an image on a phone or computer, it will similarly be instantly rotated on every other platform it resides on. Major benefit: With all your images online, you have an automatic backup. Sharpcast will open up its free beta in the spring; there will eventually be tiered pricing. ([www.sharpcast.com](http://www.sharpcast.com))

•**Populist publishing.**

For a while now, Apple and others have let you create slick hard- and soft-cover photo books on your computer, then order the finished work online. But what if you want to share poems you have written? Or recipes? Using online templates, Blurb.com lets you produce a professional-looking hardcover poetry collection, cookbook or other book on a PC or Mac, right down to the dust jacket. You download Blurb's BookSmart software, then drag and drop in pictures, stories, blog entries, e-mails or other content into predesigned (but customizable) layouts. Creating a book is free; you pay when you publish. Prices start at \$30 for a single (up to 40 pages) book. What's more, Blurb is establishing an online marketplace where authors can sell their books to the public. The pricing structure is not yet set. ([www.blurb.com](http://www.blurb.com))

•**Robot dinosaur.**

Remember Furby, the late-'90s toy sensation that responded to care and feeding? Furby's inventor, Caleb Chung, now with start-up Ugobe, has sired a new creature called Pleo. Even at \$200, I'm betting this clever autonomous robotic dinosaur will be a hit among the tech-toy crowd when he launches in the fall. Pleo has nearly 40 sensors that help him adapt to his surroundings and human touch. The robot sighs, twitches, sneezes and continues to evolve based on how you interact with him. As for genetic ancestor Furby, Hasbro recently revived him for a comeback. ([www.ugobe.com](http://www.ugobe.com))

•**Tiny projector.**

Digislide Holdings in Australia demonstrated a Digismart handheld projector roughly the size of a stick of gum. By year's end, Digislide hopes to incorporate the miniature projectors inside cellphones, portable music players, laptops, handheld game machines and other handheld devices, or create a projector to be used as an add-on accessory. From about 3 feet away, the device can project an 11-by-17-inch image on a wall. ([www.digislide.com.au](http://www.digislide.com.au))

•**Virtual jamming.**

You probably don't think of an electric guitar as a computer peripheral. But that's just what iGuitar has created with iGuitar.USB. Billed as a guitar for the MySpace generation, the instrument plugs directly into a PC or Mac. You can then record in a music studio application such as Apple's GarageBand. Using software, the guitar can emulate other virtual instruments. When it's not connected to a computer, you can use iGuitar like any electric guitar. It's available in June for \$799. ([www.iguitar.com](http://www.iguitar.com))

•**Facing your images.**

I've stored thousands of digital pictures on my hard drive. Yet despite my best intentions, I haven't added captions or "tagged" the images to help me quickly find specific photos later. A promising start-up, Riya, uses "face-recognition" technology to automatically help you tag and

search photo libraries. Riya examines faces, text, even names on badges inside photos and also incorporates the date and time pictures were taken. You do have to "train" it, after which Riya will scan your photos to find other faces similar to those you have told it about. Riya isn't flawless. The company says it recognizes faces with the proficiency of a 2-year-old child. But if it lives up to its promise, Riya will drastically simplify the process of tagging your entire collection. A free beta program commences in a couple of weeks. ([www.riya.com](http://www.riya.com))

•**Fresh idea.**

Why have Ben or Jerry serve you a frozen treat when you can serve yourself? That's the sweet pitch behind the MooBella Ice Cream System. Using a touch-screen LCD, you select your ice cream type (premium or low-carb), choose from a dozen flavors, then select one of three mix-ins (walnuts, cookies 'n' cream and chocolate chip). The result is 96 possible variations. You then place a cup on a holder and wait less than a minute for your single 4.5-ounce scoop. MooBella is in trials at Brandeis University and Children's Hospital in Boston. The company aims to make money by selling the packaged ingredients to the cafeterias and other outlets taking the machine. The cost to them is about 90 cents for each scoop; consumers are expected to pay \$2 to \$2.50. My sample scoop of low-carb vanilla with cookies 'n' cream was tasty. Though you can order coffee, strawberry and other common flavors, chocolate is notably absent. MooBella says it is a tricky flavor to produce and is still under development. ([www.moobella.com](http://www.moobella.com))



**Get Your Bones in Motion**  
**By Leslie Walker**  
**February 7, 2006**  
**Washington Post (Walker's Blog)**

I laughed when I read the program guide blurb on Bones in Motion Inc. Its new BiM Active service, the guide said, "re-purposes mobile phones into performance monitors for outdoor activities." Supposedly, it uses your cell phone to record your speed, distance, elevation and route while you run, cycle, walk or -- in my case -- creep along.

Hey, I couldn't see myself whipping out my cell phone and peering at my stats while I ran or walked around my 'hood.

But the on-stage demo proved I was lacking in imagination.

Bones in Motion's new service uses the GPS chips in phones to measure your speed, distance, elevation, route -- whatever. But the idea isn't really to display all that data on the run, though it can beep you with alerts and other feedback using your phone. It's measuring all that stuff and storing it in a database that you can view later on the phone or on the Web.

The Web service looked cool, the kind of thing serious athletes will love. You can store all your routes, measure your time improvement, even share those routes with friends. Routes are imposed as purple lines over Google satellite maps. Nice.



**Sprint Introduces Fitness App**  
**By Rob Murray**  
**February 7, 2006**  
**Wireless Week**

With BiM Active, there's officially no excuse for not getting in shape.

BiM Active, a joint venture by Sprint Nextel and Bones In Motion, is a suite of applications that enables Sprint and Nextel phone users to access the Web for fitness tips and lifestyle advice.

Runners, cyclists and walkers can wirelessly capture and monitor their activity in real-time on GPS-enabled Sprint and Nextel phones. The service provides feedback and motivation through tough workouts by sending out sound alerts, and when the activity is complete, workout data is uploaded to a personal Web portal. There, users can monitor their personal progress and share information such as routes with ratings and reviews.

"Sprint customers can use BiM Active to transform their mobile phone into a fitness and lifestyle enhancement tool," Alana Muller, Sprint's director of information data services, said in a press release.

With BiM Active, users can record in real-time the distance, speed and pace, location, elevation and calories burned for outdoor activities; see performance summary, activity maps and speed and elevation charts on the phone; wirelessly upload performance data to a personal online portal where users can view their activities, save and compare them with previous entries; publicize information, including personal achievements and trail advice with the BiM online community.

BiM Active is available from Sprint for about \$10 per month.



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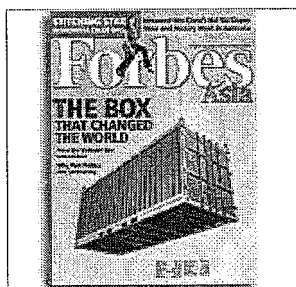
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numbers somewhat quirky. The program also hogs the phone; you can't use it to chat or listen to music while it tracks you.

Garmin offers a similar but even more ambitious Web site called Motionbased.com that works with many of the company's stand-alone GPS products and can analyze additional data such as heart rate, but it doesn't yet work with phones. Trimble's adventure-focused

Cell phones are supposed to know where you are so that emergency providers can locate you when you dial them. Entrepreneurs have come up with some dumb ideas for location-savvy phones, like spamming you with coupons from the pizza parlor as you drive by. Now an outfit called Bones in Motion has tapped the Global Positioning System that comes in some phones--two Sprint and three Nextel models for now--to create a useful application that lets the phone record your outdoor activities. Whether you run, walk, cycle or kayak, Bones in Motion's Web site Bimactive.com can receive the info via the phone's data service and display your travels. The biggest hurdle may be the cost: \$10 a month on top of the data plan.

After you head out the door for exercise and press a few buttons, the phone keeps track of where you've been and displays your speed, distance and calorie expenditure. When you're done, you click the save button, and the info gets sent to the Web. It couldn't be much easier.

The site shows your route on a Google map or satellite photo and graphs your speed and altitude alongside the weather at the time. You can post your info to a blog or make it public on Bimactive.com's communal Web page. Tread carefully: If you blog your regular jog, burglars will have a good idea how long you're likely to be away from home.

In general, the system works well, though I found its calorie-burn estimates overly optimistic and its summarized altitude

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